

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY SINGAPORE

UNCLAS STATE 301342

E.O. 11652:N/A

TAGS:BEXP, SN

SUBJECT: REQUEST FOR MARKET BRIEF ON PRINTING AND GRAPHIC

--- ARTS EQUIPMENT MARKET, SINGAPORE

REF: STATE 278932

1. AS ANNOUNCED IN REFTEL, OIM HAS PROPOSED HOLDING AN EXHIBITION OF PRINTING AND GRAPHIC ARTS EQUIPMENT AT USRTC, SINGAPORE IN OCTOBER 1976. RECOGNIZING THAT GMS ON THIS THEME WAS PUBLISHED IN JUNE 1974 BASED ON MOBIUS' 1973 REPORT, OIM FEELS THAT MORE CURRENT MARKET DATA IS DESIRABLE FOR DISSEMINATION TO U.S. INDUSTRY DURING EXHIBITOR SOLICITATION.

2. USING GMS AND MOBIUS REPORT FOR BACKGROUND TO INDUSTRY AND PRODUCT DELINEATION, EMBASSY IS REQUESTED TO FURNISH AN UPDATED MARKET SURVEY IN FORM OF MARKET BRIEF AIRGRAM BY JANUARY 31.

3. MARKET BRIEF SHOULD PROVIDE A CURRENT OVERVIEW OF THE P AND G A EQUIPMENT MARKET IN SINGAPORE, INCLUDING
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PAGE 02 STATE 301342

PROJECTIONS FOR THE MARKET THROUGH THE YEAR 1980. PLEASE

SHOW STATISTICS ON THE FOLLOWING:

(A) INDICATE THE ESTIMATED SIZE OF THE MARKET FOR PRINTING AND GRAPHIC ARTS EQUIPMENT IN CY 1974, 1975 AND 1980.

(B) INDICATE THE LEVEL OF IMPORTS, EXPORTS AND PRODUCTION OVER THE ABOVE PERIOD.

(C) FOR THE SAME YEARS, INDICATE THE U.S. SHARE OF SINGAPORE'S IMPORTS AND MENTION MAJOR THIRD COUNTRY SUPPLIERS AND THEIR ESTIMATED MARKET SHARE.

(D) FORECAST THE GROWTH RATE IN TOTAL LOCAL CONSUMPTION BETWEEN 1975 AND 1980. DISCUSS BRIEFLY ECONOMIC, SOCIAL, AND OTHER FACTORS EXPECTED TO BE IMPACTING THE CHANGE IN MARKET SIZE FROM 1975 TO 1980.

4. IDENTIFY SPECIFIC TYPES OF U.S. P AND G A EQUIPMENT FOR WHICH THE SINGAPORE MARKET APPEARS TO HOLD PARTICULAR PROMISE OVER THE NEXT FIVE YEARS (1976-1980).

5. IDENTIFY MARKET SECTORS THAT OFFER THE BEST OPPORTUNITIES FOR SALES OF PRINTING AND GRAPHIC ARTS EQUIPMENT (E.G., IN-PLANT PRINTERS, COMMERCIAL PRINTERS, ETC.).

6. DISCUSS MARKET CONDITIONS (E.G., GOVERNMENT PLANS, POLICIES OR MAJOR INDUSTRY CHANGES) WHICH MIGHT FACILITATE OR IMPEDE THE IMPORTATION AND SALES OF U.S. P AND G A EQUIPMENT. KISSINGER

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